

# ARTIFICIAL INTELLIGENCE is actively redefining PERSONALIZED NUTRITION

## Why Personalize Nutrition?

The adage “**Let food be thy medicine**” - is gaining more relevance than ever as people are increasingly preferring to see what they consume as a panacea for their ailments

22%

of consumers are willing to exchange personal data for more personalized services or products

64%

of consumers want to feel connected to the brand

80%

of consumers want to adopt “food as a medicine” approach when they consider eating

## How Artificial Intelligence is redefining nutrition?

**Food preferences**

**DNA tests**

**Microbiome**

**Health records**

**Activity Level**

**Behavioral patterns**

Data science based deep learning

AI assisted decision making

Customized recommendations tailored to specific needs

**AI for DNA based Recommendations**

01

- Targeted supplements & recommendations
- Based on DNA tests

**AI as personal nutrition coach**

03

- Use combination of genetics, medical tests, activity level etc.
- Proactive solutions based on continuous monitoring & interaction
- Targeted to meet individual health and lifestyle goals

**AI in health and fitness tracking**

02

- Mostly use phenotype information
- Track and monitor changes in physical parameters

## Promising Startups

The essence of personalized nutrition lies in the ability to leverage the best out of what one consumes to benefit overall wellbeing in a holistic way. Artificial Intelligence is becoming increasingly instrumental in providing these benefits. Hence more and more entities are foraying into this segment to provide dynamic solutions for the customer

Based on gut microbiome analysis

Personal testing devices

Personalized product database

At-home testing and personalized diet

App based weight loss solutions

## Still challenges lie ahead....

Lack of rigorous scientific trial to aid consumer acceptability

Long term impacts on metabolism and health are yet to be assessed

Existing methods capture a fraction of nutritional information, and more scientifically proven methodologies are required to completely infer synergistic impacts of nutrition, genetics and metabolism

## About FutureBridge

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